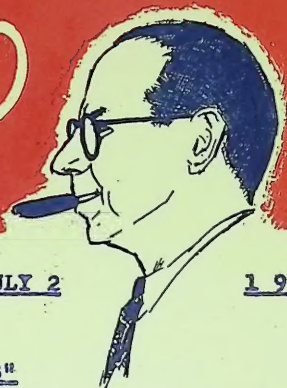


ONTARIO
'B'
DISTRICT

Ballyhoo



VOLUME 3

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1954

OUR "NEW CANADIANS"

I'm no statistician, believe me ... and I don't think that you are ... but we both read our daily newspapers, and somewhere between the editorial page and the comic section, certain figures can't help but impress themselves on our minds ...

For many years, in the twenties and early thirties, Canada's population remained static at around the nine million mark ... Then the census takers went to work, and in 1941 came up with a new figure of 11,500,000 ... quite a jump, but nothing like what happened in the succeeding decade or so. The latest population figures, as at January 1953, read ... 15,035,000, a jump, in twelve years, of three and one half million persons.

Not all of this increase can be attributed to natural biological processes ... As a matter of fact, a very small percentage. The rest, numbered in the millions, are new arrivals to this country.

They are our "New" Canadians ... a very important segment of that vast, untapped audience we are always talking about and doing very little to attract into our theatres.

These newcomers to our midst speak little if any English ... do not read our newspapers, and stick pretty closely together. They are known to be good movie-goers once they have formed the habit ... I know they can be sold.

There are several foreign-language newspapers throughout Canada ... their rates are low ... They reach this potential audience. Is there one in your community? Do you use it on occasion? Do you make an effort to get into the "foreign" neighborhoods of your city? ... Your best contacts are the members of the clergy. Do you know them personally? Do you cover the restaurants where they meet and eat? How about the stores they trade at? ... Their labour temples?

A pretty fair share of that 3,500,000 population increase is right here in Ontario. You want new customers? You've got 'em ... probably just a stone's throw from your own theatre. Go after this important potential ... Start tapping this vast "untapped" audience. "New" Canadians become assimilated into the general pattern of their country very quickly. The habits they form now will last a lifetime ... YOU can help influence those habits ... NEED I SAY MORE?

FAMOUS
PLAYERS
Theatre

VITAL STATISTICS

I have just got through smoking a "rum crook" ... the kind that tastes like a Cuba-Libra ... compliments of Bill Oakley of our Audit department ... Seems that Joan, Bill's frau, and a former audit department comptometer pusher, presented Willie with a bouncing baby boy, in the wee hours of June 22nd ... Mom, son and Pop all doing well.

Congratulations Bill and Joan ... from every member of our BALLYHOO family.

X.X.X.X.X

WEDDING BELLS

Lonesome place Welland ... for a guy whose girl friend lives in Hull ... So, on Saturday morning, July 3rd, George J. Forhan Jr. will take unto himself a wife in the person of Miss Yvette Gaudreau, of Hull Quebec.

The marriage will be solemnized at Notre Dame de Lorette Church in Hull, with a reception following in the Gaspesienne Room of the Hotel St. Louis ... The couple will spend their honeymoon in Buffalo and district, before settling down to their domestic chores in Welland, where George is manager of the Capitol.

Congratulations, and very best wishes, George and Yvette ... from the whole BALLYHOO gang.

X.X.X.X.X

UNIFORMS

I have just seen the new usherettes uniforms ... and they're smart and practical ... The summer colours are two shades of blue, and the winter type, maroon and fawn ... A hat, of the type worn by air-line stewardesses is optional, but I recommend that you use it, as it dresses up the whole uniform.

The jacket portion of the uniform will replace the smocks now being worn by our cashiers ... is good looking, cool, and will match the rest of the uniforms. Please order your cashiers' uniforms right away ... summer weight for immediate use. Orders for winter style and weight should be placed about the end of August.

X.X.X.X.X

ARE YOU A PIONEER?

If you have been engaged in the motion picture business for a minimum of twenty five years, you are eligible for membership in the Canadian Picture Pioneers ... It's an honour, and a privilege ... THINK ABOUT IT.

P.S. I have lots of applications.

Ballyhoo

IT'S GETTIN' NIGHTY CLOSE

BONANZA

SO-O-O ... Our BALLYHOO BONANZA deal is, to all intents and purposes, over ... although, being one week behind in our reporting, the results will not be made public until next week at the earliest ...

I asked for a Foto-Finish ... and, brother-r-r ... did I ever get one! ... I'm afraid to start scoring the final week's entries ... There's a stack of stuff from that guy Harvey that reaches from here to there ... and t'aint gonna make our friend Arthur out Peterboro way, too happy ... A little too close for comfort. Bob was a little slow getting started, but once he got a full head of steam up ... Now !!! Of course Art has his consistency in his favour ... However ... have patience laddies ... and don't start spending that green stuff until the final scores are in ...

And Al Hartshorn, who had a lot of ground to catch up, and got his second wind a little late, is really sizzling ... and I wouldn't be at all surprised ... Could be.

But how about those campaign books? Or is twenty five bucks just so many marbles? So far there are two eligibles ... Bob Harvey and Paul Turnbull. Incidentally Robert ... you've finally learned how to dress up a book. Congratulations ... Both will be entered in this year's Digest Showmanship Contest.

The rest of you have ONE MORE WEEK to get your dressed-up campaigns in ... and again, that means YOU, Olga ... as well as the rest of the gang.

Watch for our final score-board and results ... NEXT WEEK.

"B" DRUM-BEATERS IN ACTION

I see a few familiar names in the trade press this week ... Not as many as I'd like ... but, better than none. S.T.R. under date of June 19, carries a picture of the "Crimson Pirate" stunt used by Len Guin, and a story on Norm Gray's "Money From Home" deal. MOTION PICTURE HERALD has stories on some of Art Cauley's and Herb Chappel's stunts ... BOXOFFICE comes through with a note on some of Paul Turnbull's contributions.

Pretty slim pickin's, don't you think? ... But don't blame the lads on the trade sheets ... They can only publish what you provide them with ... They're not mind readers ... GET IN THERE, guys ... Shake some of the lead out of your pantaloons, and take a few bows for the grand job MOST of you are doing ...

Have you got that ROB ROY campaign book in the works? Better get busy ... Every manager who plays this picture MUST have an entry in the contest ... Boy ... what I'll do to make some of you guys win a few extra bucks ... Get going gang ... and that means ... You know who ...

Those of you who are scheduled to play I.F.D.'s HOBSON'S CHOICE have already received a lengthy and detailed announcement of their prize contest, from Larry Stephens ... Only sixteen managers are participating, and there are three cash prizes ... "75.00, \$50.00 and \$25.00 ... How many are going to be knocked off by our BALLYHOO managers? Only YOU can tell ... But, let's see you right in there.

Well, our BONANZA deal is pretty well over ... BUT, that doesn't mean that BALLYHOO must come to a stand-still ... I still expect an account of each week's exploitation activities from EVERY MANAGER in this group ... And, there will be an AMONG THE MISSING reminder in every issue ...

The pressure may be off ... and you won't be shooting for points and prizes ... UNTIL THE FALL ... But you're still expected to do an A-1 selling job ... ON EVERY ATTRACTION ... and to report those activities to me.

What did I mean by "Until the Fall?" ... You guess ... Just don't let yourself get too rusty ... that's all.

And now ... think we'd better do a little reporting? I guess so ... so, let's go.

ALGOMA - SOO

Norm arranged two good windows for RED GARTERS ... one in Sally's Ladies' Wear, and the other in Moore's Music store ... Both very effective.

Well in advance of the GARTERS opening, he had a pair of cardboard legs (very shapely ones, I must say ...) made up, with a red garter around them ... This display, attached to the inside of the box-office window was a real crowd stopper ... We can always be sure of a novel touch from our Norman ...

REGENT - OSHAWA

Al's I SAW deal gaining in popularity daily ... the newspaper reports that it has received five times as many entries as they can possibly use ... which, Al hopes, means that this contest, with daily theatre mention, will run on and on and on ...

Nick George, direct from Walt Disneyland visited Oshawa, and Al was well prepared for him ... The four largest schools in town were visited, with the Public School inspector and a member of the board accompanying the party on its tour ... Later the group visited C K L B where a fifteen minute interview was taped, and aired on the Show Case program the following P.M.

An excellent four column news picture was published in the Times-Gazette, photo and photographer paid for by the daily. A good scene on ARROWHEAD was used on an off-theatre page.

The Mystery Personality contest still running, with the radio station contributing much free time to the Regent's current attractions ... Displays at both the Metropolitan store lunch counters, and the Genosha Hotel.

CAPITOL - WELLAND

George reports that he received excellent co-operation from Press, Radio and Board of Education on his Pinocchio cartoonist's tour. I see two tear sheets, as evidence, each with an excellent three column pic of Nick George entertaining separate groups of school children ... and that's really something for the Tribune.

An interview was taped in the theatre, and later aired at a peak listening time, over C H V C ... as a public service ... That's what it says ... (?) A swell job George ... Forhan, I mean, and good practice for the next time you have to clout the Trib brass.

ORPHEUM - SOO

Prime Carnere, former heavyweight champ happened to make an appearance in the Soo, and Olga made sure that when he was being interviewed over C J I C, the sports announcer asked him about his movie performance in CASANOVA'S BIG NIGHT ... naturally, one thing led to another, and before he knew it, most of the time was used up in extolling the virtues of the pic coming to the Orpheum ...

This was a real boxing week for Olga ... Kleiman Bros. dressed a good boxing window, with gloves, shoes, shorts etc., plugging CITY OF BADMEN ... The Orpheum sign carried copy of the famous 1898 world heavyweight fight between Gentleman Jim Corbett and Bob Fitzsimmons.

The Soo Michigan radio station WSOO carried the Marciano-Charles fight on the opening day of CITY OF BADMEN ... and the announcer, a personal friend of Olga, gave the pic a big build up immediately before the fight got under way.

And that ain't bad ... But how about the ROB ROY book?

CENTURY - HAMILTON

Mel was a busy lad this past week, with the Walt Disney cartoonist giving him a head start on his publicity for a future date on PINOCCHIO ... All local schools were covered, with assemblies arranged in each ... G K O C, The Spectator, and C H C H - TV were all most co-operative.

G K O C interviewed the cartoonist, Nick George, and cut a fifteen minute tape which will be saved for airing until just in advance of the PINOCCHIO opening ... Hamilton's new TV station invited the artist to appear on their popular program, "What's on Tap" ...

Johnny Robinson, the Spec's popular movie columnist devoted his entire column to Nick George's visit ... heading his column with a caricature of himself ... The Spectator also ran a three column pic of the cartoonist surrounded by small fry, at one of the local schools ... Good work, Mel, and swell coverage.

MARLAG O took Mel by surprise with a sudden opening, giving him very little time to organize his Ballyhoo activities ... However, he did manage to find out that Robert Beatty, one of the stars is a former Hamiltonian whose mother still resides in that ambitious city ... Naturally Mel made good use of that info. Contacted Mrs. Beatty and had her as his guest on opening night. Arrangements were made for an interview over G K O C, by a pop femme commentator ... taped and aired with references to the pic and playhouse. The record is being sent on to her son, to add to his collection of souvenirs.

Another full page co-op in the local Review ... plus a three column scene on an off-theatre page.

CAPITOL - ST. KITTS

Well, Vern's really cookin' ... and high time, say I. On LUCKY ME, he promoted Leon Furniture into a full page co-op which is really something ... Three inch high letters across the top, proclaim LUCK ME, and in smaller type ... "That's what the new owners of a Frigidaire ... etc. are saying" ... Down the centre of the page is a single column by twelve inch attraction mat. This is what I call good stuff ... too bad you didn't get crackin' a little sooner ... BUT, keep knocking over your merchants ... keep in trim ... Bigger and better prize deals are on the way. Incidentally, Leon's placed a six sheet on LUCKY ME right in their front window.

Caverb Music store came through with a good display ad, and a full window ... C K T B provided excellent coverage on two popular programs for three days preceeding the run of LUCKY ME ... On their morning program they ran a Doris Day contest.

The Norma Walker Coffee shop used the alarm clock gag to good advantage ... Vern promoted 200 popsicles from Mason's Dairy as a Saturday matinee giveaway ... Mason's advertised this in the local Standard. A good scene on TENNESSEE CHAMP on off-theatre page.

If that's what your vacation did for you fella ... well, I'll think about it ...

CAPITOL - GALT

Eddie completed arrangements for Nick George, Disney cartoonist to visit the three local schools ... and despite a crowded schedule ... three schools within one hour ... the reception by both school officials and youngsters was terrific ... An excellent three column pic of Nick and some of the youngsters appeared in the following day's edition of the Reporter (And that's sump'n ...)

I SAW really beginning to catch on ... with all concerned more than pleased at the results to date. Nice going Eddie ... just one more bit of evidence that persistence does pay off.

For his date on ROB ROY, Ed set up the Kerr Butterscotch deal described in previous issues ... Two baskets were decorated with Scotch tartans and filled with the candy ... Two young lassies, attired in authentic tartans, distributed these on the street and in factories ... Baskets and lassies suitably inscribed.

Eddie personally contacted every member of the local Burns Society by telephone, advising them of the ROB ROY playdates ... At one of the evening performances, Ed had the pipe band and forty officers and men of the Highland Light Infantry march to the theatre in full parade dress, and during his intermission, with house lights full up, they marched down the two side aisles to the stage where they gave a fifteen minute performance ... The audience got a big bang out of this, and really came through with a big hand for the performers. This all adds up to good P.R. and good promotion, Eddie.

CAPITOL - NORTH BAY

Bob sez that seeing as how he was playing an action pic this week, he thought he'd better inject a little action into his BALLYHOO. So ... let's take apeek at the results of his INFERNO campaign.

A local dealer, J.J.Saya Company, handles a furnace appropriately enough titled the N^oFURNO ... and how could Robt. resist the temptation ...? You guessed it ... He went after Mr. Saya, and came up with a deal ... Went something like this ...

Starting two days in advance, the dealer ran 50 line ads cleverly ballying both his furnace and the theatre ... but wait ... that ain't all. On opening day he did a little better ... only three quarters of a page ... wow! headed, "You're N^oFURNO (get it?) Small Treat when you see INFERNO ... etc." pretty slick, I'd say. A large scene from the pic decorated the ad, plus the warning to "Watch for the N^oFurno Girl at the Capitol and on the Streets" ... More about this later ... This full ad was repeated on two consecutive days ... I shudder when I think of the bill the merchant had to foot on this one ... Hope he sold a few furnaces ... For the last two days, Mr. Saya went back to the fifty liners. Too bad you can't get some of your merchants to co-operate with you, Bob ... It's a gag, son.

Bob had one of his comely gals in a red-hot devil's costume parading up and down the main drag on the day before opening ... Absolutely no copy on her costume ... and were the

CAPITOL - NORTH BAY (cont'd)

locals ever consumed by curiosity ... Then, on opening day, and during the entire run, she went out, gay with sales copy, and handing out pamphlets supplied by Sava ... to which was appended theatre copy ... The Nugget picked this up and ran a two column by seven inch pic and story about this cute street stunt ... Those so and so's on the un-cooperative Nugget ... 'Just kiddin')

The dealer bannered every one of his trucks with excellent tie-in copy, and Bob put in a terrific lobby display tying in the product with his feature. The trucks covered all adjacent towns, local baseball games, wrestling matches etc. Truly a profitable theatre-merchant co-op deal.

Bob adds, and this is interesting, that when he first approached the dealer, he was alittle nervous about the whole idea, but that once it got started, and he saw the reaction, and the number of prospective buyers he could reach through this tie-up, he wound up being worried that he was getting more out of the deal than the theatre was (what a guy ...) Well, since the whole thing didn't cost our Robert even a thin dime ... guess Bob got his fair share of value ...

On the feature BOTANY BAY, Bob placed "Wanted" cards in several local store doors ... and a large card on a boat which was being raffled off on one of the main corners of the town.

GRANADA - HAMILTON

Paul tied in with the Royal Taxi Company on a safety slogan hand-bill, reading as follows ... "APPOINTMENT WITH DANGER ... Make YOUR appointment without danger ..." etc. 1000 bills were paid for by the cab company, and distributed throughout the city by them. More than half the total space was devoted to the Granada copy.

A window tie up was arranged with Howard's Credit Jewellers, tying in the feature title with their new watches ... Get it? APPOINTMENT ... For JIVARO, Paul fell back on the old reliable street sandwich man.

The Granada cashier called telephone numbers at random throughout the week, repeating the following message ... "The Granada Theatre calling ... Don't miss CHICAGO CALLING next week".

BROADWAY - TIMMINS

Well, I was beginning to think that Bob Nelson had forgotten all about our little contest ... but I see that he's still in the swim ... with an entry for this week ...

On the JOE LOUIS STORY, Bob reports that he received two "blurbs" ... (What's a blurb, Bob?) ... in the sports column of the Press, plus a good story on another page.

Bob also managed to squeeze in music from the film, plus appropriate comments, on his daily radio program over C F C L.

BROADWAY - TIMMINS (cont'd)

Two young lads were attired in comic boxing outfits, carrying appropriate signs, and were featured as a special bout on a boxing card at the local McIntyre Arena ... This really went over big ... and you may be sure that the announcer had been primed in advance to kick in plenty of good plugs for the Broadway ... The same boys were used as a street bally for the remainder of the run.

I THE JURY netted Bob a good scene on the back page of The Press ... and MOON IS BLUE, rated another scene on the Women's page, plus a good story.

CAPITOL - PETERBORO

Glad to see something from our Leonard which looks like it might possibly resemble the kind of stuff he used to send in ... before he got tired ...

For WHERE'S CHARLEY, Len had his complete staff wear giant teaser lapel badges, well in advance of his playdates ... Excellent windows were set up at Fuller's Drugs, and at Bob & Betty's lunch room ... both in excellent locations.

Although he had quite a time persuading one of his ushers to dress as a girl, Len finally succeeded, and had him parading the streets as "Charley" ... wig and all ... with a large card suitably inscribed.

C H E X came through with fourteen free spots ... tying them in with the music from the feature ... Len was guest on the Pot O' Gold program, and you can be sure he made full use of this unusual opportunity ... and I don't mean to plug old pots ...

Two column scenes in both the Review and Lakefield News on CHARLEY ... plus the Hidden Names contest in both papers, winds up Len's CHARLEY campaign ... Both papers also ran good scenes on MAN CRAZY and CHARGE OF THE LANCERS ... All for free, of course.

SENECA - NIAGARA FALLS

John McReary took over during Jack's absence ... and handled quite efficiently Nick George's visit to the Falls ... He arranged to have a tape cut of an interview, and this was aired over C H V C as a complimentary service to the Seneca.

REDHEAD FROM SEATTLE also received good radio support, in the form of many musical selections from the feature, plus theatre and pic mention.

ROYAL - GUELPH

This week Ted concentrated on Nick George's visit ... only to discover ... too late ... that PINOCCHIO was booked to play the Palace. Oh well, nothing like helping out a brother manager.

The schools were all organized for the cartoonist's visit, and he also appeared as a guest at the weekly Kiwanis luncheon ... In spite of a top-heavy schedule, everything went off smoothly, and Nick was able to proceed to Galt on schedule ...

ROYAL - GUELPH (cont'd)

A lead-off story in the "It Happened Here" column of the Mercury started things off ... This was followed by a five column pic of the cartoonist at one of the local schools, plus a good story ... A feature story by Finally Weaver, on the cartoonist's appearance at the Kiwanis luncheon, appeared in the Saturday edition.

Kelly's Music Store went for a tie-in ad on FLAME AND THE FLESH in the Merc. A two column scene on the same title on an off-theatre page, and naturally, Ted's I SAW deal still going strong.

PARAMOUNT - PETERBORO

Art tied in the visit of Nick George not only with the forthcoming PINOCCHIO, but with his current attraction, LIVING DESERT ... The Review and Lakefield News came through with no less than FIVE free scene mats and stories on DESERT during the engagement.

The Examiner still kicking in a good-sized ad on their Names in the News page, in return for a pair of Oakleys. The Review and Lakefield News still continuing their Community pages with theatre mention ... The same duo came through with a photo of Art, and good story as to his part in making the Community page a success ... Somehow or other Art managed to get a plug for CinemaScope in theretoe.

Now for the piece de resistance ... The Examiner came through with a dandy four column pic of the cartoonist, sketching for the youngsters at one of the local schools ... along with this, a good story covering the whole deal ... Thought you said the Examiner couldn't be had, Arthur ... Now about it?

Nick George visited four schools, and what a hit he made with the small fry and their teachers ... Then, off to C H E X for an interview with the gang ... which was later aired ... and, last but not least, a visit to the offices of the Examiner. Swell P.R. I'd say, as well as a direct picture plug.

Good Deed Club still being aired over C H E X thrice weekly, with innumerable plugs for the Paramount ... Parker's Cleaners used forty special spots this week, mentioning in each one ... "Directly across from the Paramount" ... The station contributed several free spots to plug LIVING DESERT.

Coloured one-sheets on LIVING DESERT were sent to ten local schools ... where they were sent from room to room, showing the youngsters the photos of the animals ... Then they were hung on display in the halls. Tom Travel Service put in a good window tying in DESERT with their Southern States and Mexican tours ... Guess that's all from Arthur ... until next week ...

X.X.X.X.X

That's it folks ... and I'm going to skip the AMONG THE MISSING, and won't mention that Jeff isn't in here, or Herb Chappel ... Guess they're a little bit tired ...

Just so you don't forget ... THE BONANZA CONTEST MAY BE OVER ... BUT BALLYHOO GOES ON AND ON ... that means YOU!

D.E.F.